



News Release

For Immediate Release

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Forty-Nine Utah Youth Receive Awards for Original Ads At The TRUTH From Youth Awards Ceremony

(Salt Lake City, UT) – Forty-nine Utah youth received recognition at an awards ceremony and lunch today at The Gateway Union Pacific Depot, in Salt Lake City. The students were awarded for their winning entries in the seventh annual Truth from Youth Anti-tobacco Advertising Contest, presented by the Utah Department of Health (UDOH). Nearly 8,000 Utah students entered this year's contest, and more than 43,700 students have participated in the contest since 1998.

"The tobacco industry continually targets youth by creating ads that appeal to youth and placing them in magazines with high youth readership," said Lena Dibble, media liaison, UDOH Tobacco Prevention and Control Program (TPCP). "The contest is a powerful education tool to help reduce youth smoking rates. The contest also gives youth an opportunity to speak out against an industry that is constantly targeting them and trying to manipulate them into starting a lifelong addiction."

Utah youth ages 5 to 18 entered the contest by creating anti-tobacco ads in the categories of radio, TV, or billboard. Entries are grouped into elementary, junior high, and senior high school categories, with prizes for first, second, and third place.

There are three Best of Contest winners, one in each category. The winner for billboard is "If It's So Good, Why Spit It Back Out?" by Molly Munns of Bear River Middle School, Garland. The radio winner is "Can You Afford to Smoke?" by Carlie Stevens of Bonneville High School, Riverdale. The TV winner is "Unfulfilled Dreams" by Mitch Boyer of Woods Cross High School, Woods Cross. In addition to receiving a cash prize, the Best of Contest winners will have the opportunity to help produce their ads, which will be placed this summer.

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Following the awards ceremony, the UDOH held a free, carnival-themed celebration on the Plaza at The Gateway. All 7,781 students who entered the contest were invited. The event featured jugglers, carnival food, face-painters, Sumo-Tyme games, local radio stations, and street performances by the Ghettosliders.

The Truth From Youth Anti-Tobacco Advertising Contest is funded by tobacco settlement funds. Since the inception of Utah's anti-tobacco campaign, the statewide smoking rate for high school students has declined by 26 percent. Because of efforts including continued prevention in the schools and communities, teen enrollment in quitting classes has increased by 25 percent.

For more information about the awards ceremony, call 1-801-256-4924 or visit the web site at www.youthagainsttobacco.com.

Editorial Note: Call Amanda Caraway at 801-531-0533 to set up interviews or to acquire copies of this year's winning entries.

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The mission of the Utah Department of Health is to protect the public's health through preventing avoidable illness, injury, disability and premature death; assuring access to affordable, quality health care; and promoting healthy lifestyles.